Survey Research as an Evaluation Strategy

Chapter 7

Objectives

What is Survey Research?

- **Descriptive**
- **Analytic**

Usefulness

- Relevance
- Program Progress
- Program Effectiveness
- Formative Evaluations

Data Issues

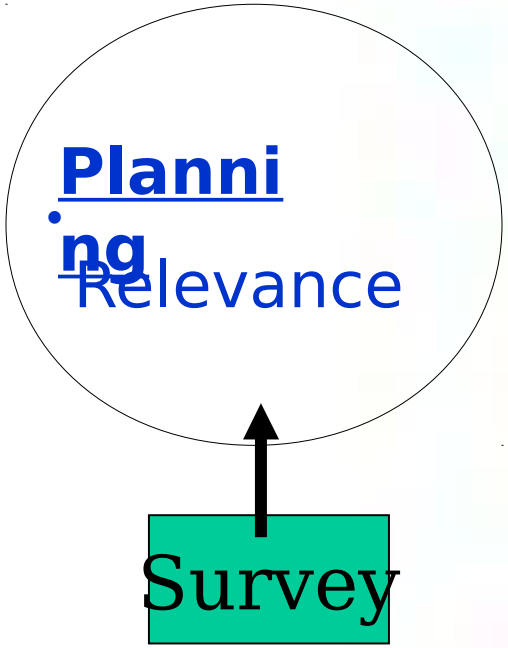
- Questionnaires versus Interviews
- Measurement
- Identification
- Access
- Non-response

Application to Decision Making

- Relevance
- Adequacy
- Progress
- Efficiency
- Effectiveness, Impact, and Sustainability

Planning: Relevance

- What problem does the program address?
- Does the problem need attention?
- How accurate is the information?
- How adequate is the problem definition?
- Is the program appropriate?
- Does the program fit with an overall strategy?



Implementation: Adequacy, Progress

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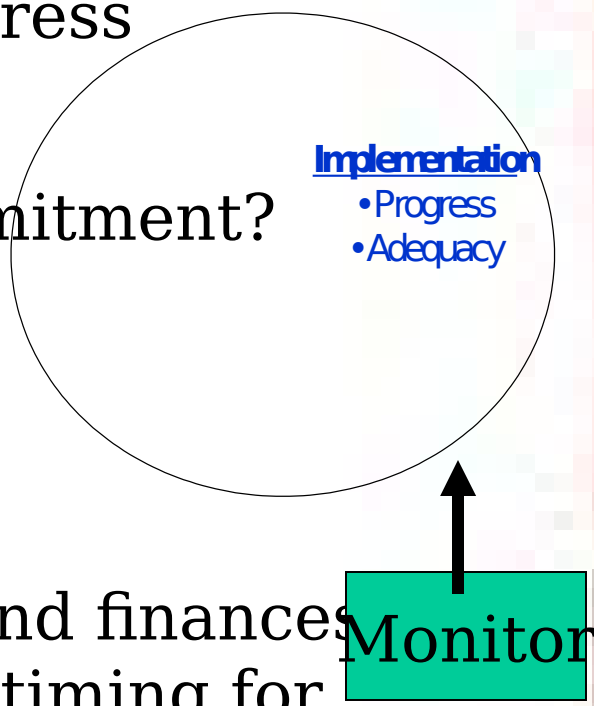


ADEQUACY

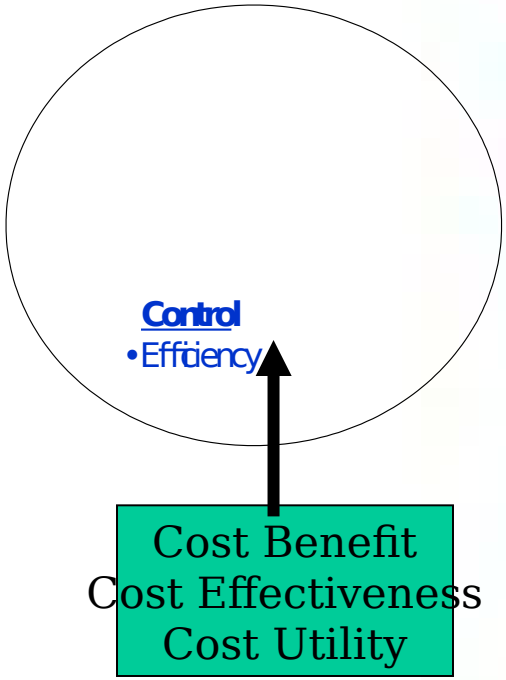
- Is there a substantive commitment?
- Program breadth?
- Depth of problem?

PROGRESS

- Are activities tracked?
- Do personnel, equipment, and finances match quantity, location, and timing for the program?
- Are expected products produced in terms of expected quality, quantity, and

Control: Efficiency

- Did the program meet stated objectives?
- Where sponsors satisfied with the program?
- Where beneficiaries satisfied?
- Are things better as a result of the



Impact, Effectiveness, Sustainability

IMPACT

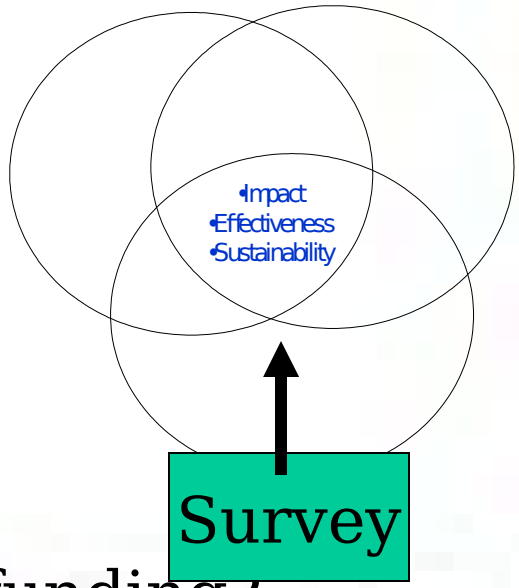
- Did the program produce the observed effect?
- Or did something else do it?
- Would it have happened anyway?

EFFECTIVENESS

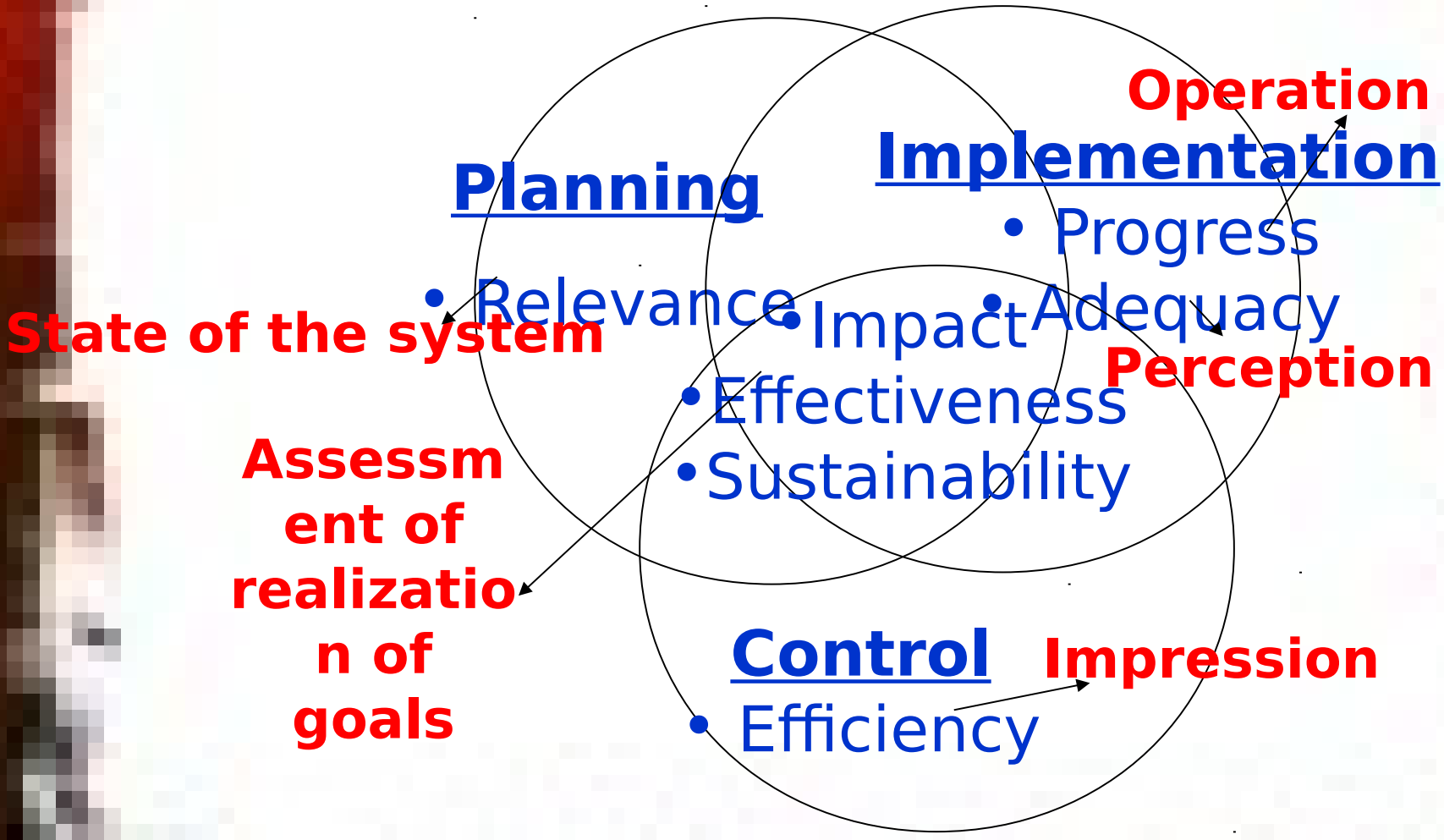
- Intermediate effects
- Ultimate impacts

SUSTAINABILITY

- Likelihood of continuing?
- Opportunities after initial funding?



Survey Research



Veney, J.E. and A. D. Kaluzny. 1998. Evaluation and Decision Making. 3rd ed. Chicago: HAP. p.22.

Survey Research Techniques and Interpretation

Chapter 8

Descriptive Techniques

- Frequency Distributions
- Contingency Tables

Analytic Techniques

- Time Ordering of Events
- Association
- Elimination of Other Variables

Statistical Techniques for Data Analysis

- Contingency Analysis
  - Chi-square
- Three-Variable Analysis
- Continuous Data Analysis

Dichotomous Evaluation Outcomes

Take Home Points